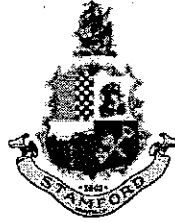


MAYOR
MICHAEL A. PAVIA



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OFFICE OF THE MAYOR

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February 19, 2010

Governor Jodi Rell
State Capitol Room 200
Hartford, CT 06106

Dear Governor Rell:

Sunday sales of alcohol are erroneously being promoted by its advocates as a tax revenue generator in this budget crisis. I join my colleague Mayor Giuliano in Middletown, as well as the Connecticut Police Chiefs Association, the CT Coalition Against Underage Drinking, the MADD Connecticut Chapter, CT Prevention Network, Regional Substance Abuse Councils and local Youth Directors, all of whom oppose any new legislation to expand liquor sales to Sundays.

As a small business owner myself, I understand the difficulty in maintaining a payroll and meeting expenses. Package store owners are small business owners that create jobs; being open another day merely taxes their bottom line and increases their costs in overhead. It will increase their operational cost and overhead by 15% with little or no increased sales revenue. Sales that are normally captured in six days will now spread out over 7 days. Smaller package store owners, who do not or cannot afford to open Sundays, are expected to lose some of their market share to larger outlets and chains who will open on Sundays.

The push by some who believe that people will drink more because of an additional day of sale is misguided and only burdens our package stores financially without substantial additional revenue for the state.

I appreciate your time and consideration of the importance of opposing Sunday sales.

Sincerely,

Michael A. Pavia, Mayor